



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Brief Industrial Profile

of

District Jhansi

U.P.

Prepared by

MSME-DEVELOPMENT INSTITUTE

(Ministry of MSME, Govt.of India)

107, Industrial Estate, Kalpi Road, Fazalganj, Kanpur-208012

Phone: 0512-2295070-73, Fax: 0512-2240143

E-mail : dcdi-kanpur@dcmsmegov.in

Web- msmedikanpur.gov.in

FOREWORD


District Industrial Potential Survey Report of District Jhansi is a key report which not only contains current industrial scenario of the district but also other useful information about the district. This report provides valuable inputs which may be useful for existing & prospective entrepreneurs of the District.

It is the only readily available source which provides the latest data on infrastructure, banking and industry of the district. It also provides information on potentials areas in manufacturing and service sector of the district.

I sincerely hope that District Industrial Potential Survey Report of District Jhansi will facilitate easier dissemination of information about the district to policy makers and also to the professionals working in the MSME sector.

I appreciate the efforts made by Shri G.Velladurai, Dy. Director (L/F) and Shri KP Sheel, Inv. (L/F) in preparing the District Industrial Potential Survey Report of Jhansi District.

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(U. C. Shukla)
Director

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Brief Industrial Profile of Jhansi District

1. General Characteristics of the District

Jhansi is a Divisional Commissioner's Headquarter including district Jhansi, Lalitpur and Jalaun. **Jhansi** city, situated between the rivers Pahunj and Betwa is a symbol of bravery, courage and self respect. Hindi is the city's official language. However, the most prominent language spoken in Jhansi is the Hindi-Urdu language. Jhansi occupies a significant role in Indian history. Historically, North Central India was a strong hold of Bundelas and the entire region was called Bundelkhand. The monuments found across the city are a witness to the rich cultural heritage and history. Jhansi being its prominent territory was ruled by kings from the Bundela clan, Maratha Peshwas, Mughals each of whom have influenced the cultural heritage in various art forms, folk dances. Folk dances that are an essential part of the lives of the locals, also correctly depict their culture. The Badhai dance is popularly performed at weddings and sometimes even at childbirth. The Akai dance form is inspired by martial arts and dancers use bamboo sticks while playing it. The Norta dance depicts the battle between good and evil where the former always prevails. The Rai dance form is said to be inspired by the movement of a mustard seed in a saucer. The Jawara dance is performed to mark a good harvest. The Diwali dance is performed by boys dressed as cowherds, a fortnight before Diwali, to express their devotion to Lord Krishna. Jhansi lays a lot of emphasis to dance and music, and the locals participate with zeal and fervor, breaking into a dance at every occasion.

It is obvious that due to the geographic proximity and cultural similarities, Jhansi identifies itself with the Bundeli customs, traditions and cultural norms. For all these reasons, Jhansi is known as the "Gateway to Bundelkhand".

1.1 Location & Geographical Area.

Jhansi district is one of the districts of Uttar Pradesh state in northern India. The city of Jhansi is the district headquarters. The district is bordered on the north by Jalaun District, to the east by Hamirpur and Mahoba districts, to the south by Tikamgarh District

of Madhya Pradesh state, to the southwest by Lalitpur District, which is joined to Jhansi District by a narrow corridor, and on the east by the Datia and Bhind districts of Madhya Pradesh. Population 19,98,603 (2011 census). Lalitpur District, which extends into the hill country to the south, was added to Jhansi District in 1891, and made a separate district again in 1974. Nearest airport to Jhansi is Gwalior airport in Madhya pradesh.

. Jhansi is located at 25.4333 N 78.5833 E. It has an average elevation of 284 metres (935 feet). Jhansi lies on the plateau of central India, an area dominated by rocky relief and minerals underneath the soil. The city has a natural slope in the north as it is on the south western border of the vast *Tarai* plains of Uttar Pradesh and the elevation rises on the south. The land is suitable for species of citrus fruit and crops include wheat, pulses, peas, and oilseeds. The region relies heavily on Monsoon the rains for irrigation purposes. Under an ambitious canal project (the Rajghat canal), the government is constructing a network of canals for irrigation in Jhansi and Lalitpur and some part of Madhya Pradesh. The trade in agricultural products (including grain and oilseeds) is of great economic importance. The city is also a centre of brassware manufacture.

1.2 Topography

Jhansi is well connected to all other major towns in Uttar Pradesh by road and railway networks. The National Highways Development Project has supported development of Jhansi. Srinagar to Kanyakumari North-South corridor passes through Jhansi as does the East-West corridor; consequently there has been a sudden rush of infrastructure and real estate development in the city. Jhansi was adjudged the third cleanest city of Uttar Pradesh and the fastest moving city in the North Zone in Swachh Survekshan 2018 rankings. A Greenfield airport development has been planned. On 28 August, 2015 Jhansi was selected among 98 cities for smart city initiative by Government of India.

Being on a rocky plateau, Jhansi experiences extreme temperatures. Winter begins in October with the retreat of the Southwest Monsoon (Jhansi does not experience any rainfall from the Northeast Monsoon) and peaks in mid-December. The mercury generally reads about 4 degrees minimum and 21 degrees maximum. Spring arrives by

the end of February and is a short-lived phase of transition. Summer begins by April and summer temperatures can peak at 47 degrees in May. The rainy season starts by the third week of June (although this is variable year to year). Monsoon rains gradually weaken in September and the season ends by the last week of September. In the rainy season, the average daily high temperature hovers around 36 degrees Celsius with high humidity. The average rainfall for the city is about 900 mm per year, occurring almost entirely within the three-and-a-half months of the Southwest Monsoon. In summer Jhansi experiences temperatures as high as 45-47 degrees and in winter the temperatures fall as low as 0-1 degrees (recorded in winter 2011).

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2016-17

| S.NO. | NAME OF MINERAL | PRODUCTION (in tonnes) 2016-17 |
|-------|--------------------|-----------------------------------|
| 1. | DGM Asbestos | 2 sq.km. |
| 2. | Rare Earth Element | 1.6 sq. km. |
| 3. | - | - |

SOURCE:- Directorate of Economics & Statistics, Govt. of U.P.

1.4 Forest

The total forest area of the district is 34598 Hectares. Jhansi district reports a only 12000 Hectare of area under forest. The total area under forest (21.07 percent) is much more as compared to state average which is barely around 7 percent. Shisham, Dhak, Mahua, Babul, Neem, Peepal, Ashok, Khajur, Mango and Gular trees are grown here. Different varieties of mangoes specially Dasherri are grown in Jhansi and adjacent to Malihabad district and exported to other countries too. The main crops are wheat, paddy, sugarcane, mustard, potatoes, and vegetables such as cauliflower, cabbage, tomato, brinjals are grown here. Similarly sunflowers, roses, and marigold are cultivated on quite a large area of the land. Apart from this many medicinal and herbal plants are also grown here. The City Zoological Garden is making efforts to have chinkaras from the Jhansi zoo.

1.5 Administrative Set Up

Jhansi is the commissionerate for Bundelkhand region and Headquarter of the district is located at Jhansi city and military camps are also available in the city. The district is divided into 5 sub- divisions and 8 blocks i.e. Moth, Chirgaon, Bamour, Gursaray, Bangra, Mauranipur, Babina & Baragaon. The district is divided into 2 Parliamentary constituencies and 5 Legislative Assembly constituencies.

2. District at a glance

| S. No. | Particular | Year | Unit | Statistics |
|-------------------|------------------------------------|-------------|---------------------------|---------------------|
| 1 | Geographical Features | | | |
| | a) Geographical Data | | | |
| | (i) Latitude | | | 78°10' and 79°25' E |
| | (ii) Longitude | | | 24°11' and 25°57' N |
| | (iii) Geographical Area | Census 2011 | Sq. Km. | 5024 |
| 2. | Administrative Units | | | |
| | | 2016-17 | Numbers | |
| | i) Sub Divisions | '' | '' | - |
| | ii) Tehsils | '' | '' | 6 |
| | iii) No. of Blocks | '' | '' | 8 |
| | iv) Panchayat Simitis | '' | '' | 64 |
| | v) Nagar Nigam | '' | '' | 1 |
| | vi) Nagar Palika/Town Area | '' | '' | 5 |
| | vii) Gram Panchayat Sabha | '' | '' | 496 |
| | viii) Inhabited (Revenue) Villages | '' | '' | 745 |
| | ix) Minor village | '' | '' | 73 |
| | x) Total Village | '' | '' | 818 |
| xi) Assembly Area | '' | '' | 4 | |
| 3. | Demographic Features | | | |
| | a) Population | | | |
| | (i) Total Male | Census 2011 | Numbers | 1057000 |
| | (ii) Total Female | '' | '' | 941000 |
| | (iii) Total Population | '' | '' | 1999000 |
| | (iv) Rural Population | '' | '' | 1165000 |
| | (v) Urban Population | '' | '' | 834000 |
| | b) Density of Population | '' | Total persons per Sq. Km. | 398 |
| | c) Sex Ratio | | Female per Thousand Males | 890 |

| | | | | |
|----|---|---------|------------------|---------|
| 4. | Literacy | | | |
| | a) Literate | | | |
| | (i) Male | Census | Numbers | 783700 |
| | (ii) Female | 2011 | '' | 520810 |
| | (iii) Total Persons | '' | '' | 1305410 |
| | b) Literacy Rate | '' | | |
| | (i) Male | | Percentage | 74.1 |
| | (ii) Female | '' | | 55.3 |
| | (iii) Total Persons | '' | | 64.7 |
| | '' | | | |
| 5. | Agriculture | | | |
| | a) Area | | | 251596 |
| | (i) Total Area | 2015-16 | Hectares | 12000 |
| | (ii) Forest cover | '' | '' | 55988 |
| | (iii) Land put to non Agriculture Use | '' | '' | 4916 |
| | (iv) Barren Cultivable Waste | '' | '' | 31653 |
| | (v) Fallow Land | '' | '' | 6549 |
| | (vi) Barren & Un-Cultivable Land | '' | '' | 3077 |
| | (vii) Pastures | '' | '' | 2005 |
| | (viii) Area under bush, forest & garden | '' | '' | 342000 |
| | (ix) Net Area Sown | '' | '' | 223000 |
| | (x) Area sown more than once | '' | '' | 202438 |
| | (xi) Gross Area sown | '' | '' | 310000 |
| | (xii) Net irrigated area | '' | '' | 326000 |
| | (xiii) Gross Irrigated area | '' | '' | |
| | b) Agricultural Production | | Metric tonnes in | 212 |
| | (i) Food Grains | '' | '000 | 2 |
| | (ii) Sugarcane | '' | '' | 0 |
| | (iii) Oilseeds | '' | '' | 16 |
| | (iv) Potato | '' | '' | |
| 6. | Forest | | | |
| | (i) Forest | '' | Hectares | 12000 |
| 7. | Livestock & Poultry | | | |

| | | | | |
|------------|---|---------|------|--------|
| | a) Cattle | | | |
| | (i) Cows | 2012 | Nos. | 352513 |
| | (ii) Buffaloes | ” | ” | 274625 |
| | b) Other livestock | | | |
| | (i) Goats | ” | ” | 294216 |
| | (ii) Pigs | ” | ” | 9105 |
| | (iii) Sheeps | ” | ” | 53479 |
| | (iv) Other Animals | ” | ” | 1719 |
| | Total Livestock | ” | ” | |
| | c) Poultry | ” | ” | 126351 |
| 8 | Infrastructure | | | |
| | a) Railways | | | |
| | i) Length of Rail Line | 2016-17 | Kms. | 171 |
| | b) Roads | | | |
| | (i) Length of roads | 2015-16 | ” | 2412 |
| 9. | Communication | | | |
| | (i) Telephone Connections | 2016-17 | Nos. | 131616 |
| | (ii) Post Offices | ” | ” | 213 |
| | (iii) Telegram Office | ” | ” | 0 |
| 10. | Public Health | | | |
| | (i) Allopathic Hospital | 2016-17 | Nos. | 124 |
| | (ii) Beds in Allopathic Hospitals | ” | ” | 230 |
| | (iii) Ayurvedic Hospital | ” | ” | 34 |
| | (iv) Beds in Ayurvedic Hospitals | ” | ” | 168 |
| | (v) (vi) (vii) Homeopathic Hospitals | ” | ” | 9 |
| | (viii) Beds in Homeo Hospitals | ” | ” | 0 |
| | (ix) Community health centre | ” | ” | 12 |
| | (x) Primary Health Centres | ” | ” | 57 |
| | (xi) Family and Mother -Child Welfare Centres | ” | ” | 16 |
| | (xii) Family and Mother-Child Sub-Centre | ” | ” | 336 |
| | Private Hospital | | | 220 |
| 11 | Banking Commercial | | | |
| | (a) Nationalized Bank Branches | 2016-17 | Nos. | 132 |
| | (b) Other | ” | ” | 34 |
| | (c) Rural Bank Branches | ” | ” | 39 |
| | (d) Co-Operative Bank | ” | ” | 18 |
| | (d) Branches of Land Development Bank | ” | ” | 4 |
| 12 | Education | | | |
| | (i) Elementry School | 2016-17 | Nos. | 1950 |

| | | | |
|---------------------------------------|---|---|------|
| (ii) Upper Primary School | ” | ” | 1145 |
| (iii) Senior Primary Schools | ” | ” | 205 |
| (iv) Colleges | ” | ” | 49 |
| (v) Postgraduate college | ” | ” | 12 |
| (vi) University | ” | ” | 1 |
| (vii) Engineering Colleges MBA/MCA | ” | ” | 1 |
| (viii) Polytechnic | ” | ” | 2 |
| (ix) ITI | ” | ” | 5 |
| (x) Medical College | | | 1 |

Source: District Sankhyikiya Patrika 2016, Directorate of Economics & Statistics, Govt. of U.P.

2.1 Existing Status of Industrial Areas in the District Jhansi

| S. No. | Name of Ind. Area | Land acquired (In Acre) | Land developed (In acre) | Prevailing Rate Per Sqm (In Rs.) | No of Plots | No of allotted Plots | No of Vacant Plots | No. of Units in Production |
|--------|---|-------------------------|--------------------------|----------------------------------|--------------|----------------------|--------------------|----------------------------|
| 1 | Bijauli, Jhansi | 200.75 | 200.75 | 730 | 248 | 242 | 6 | 85 |
| 2 | G.C. Jhansi Phase-I & II | 397.69 | 397.69 | 605 | 112 | 112 | 0 | 7 |
| 3 | Indo Gulf | 584.25 | 584.25 | - | 1 | 1 | 0 | 1 |
| 4. | Industrial Estate, Gwalior Road, Jhansi | 15 | 15 | 1500 | 30/17 Sha de | 47 | 0 | 25 |
| 5. | Industrial Estate, Vill. Jhankari, Mauranipur, Jhansi | 13.46 | 13.46 | 1500 | 38 | 38 | 0 | 21 |
| 6. | Mini Industrial Estate, Village Dhawa, bangra | 3 | 3 | 1000 | 31 | 31 | 0 | 01 |
| 7. | Mini Industrial Estate, Village Lawan, Moth | 2.82 | 2.82 | 500 | 30 | 30 | 0 | 0 |
| | Total | 1216.97 | 1216.97 | - | 429 | 372 | 20 | 110 |

Source:- RIICO,

Source:- Directorate of Industries, Govt. of U.P. Kanpur

3. Industrial Scenario of Jhansi:

3.1 Industry at a Glance

3.1 Year wise Trend of Units Registered

| Sl. No. | Particulars | Year | Micro | Small | Medium | Total |
|--|-------------|---------|-------------|------------|----------|-------------|
| 1. | EM-II | 2007-08 | 543 | 13 | 0 | 556 |
| 2. | | 2008-09 | 572 | 5 | 0 | 577 |
| 3. | | 2009-10 | 568 | 4 | 2 | 572 |
| 4. | | 2010-11 | 562 | 9 | 0 | 571 |
| 5. | | 2011-12 | 562 | 5 | 0 | 567 |
| 6. | | 2012-13 | 548 | 4 | 0 | 552 |
| 7. | | 2013-14 | 808 | 22 | 0 | 830 |
| 8. | | 2014-15 | 796 | 14 | 0 | 810 |
| Total EM-II (Up to Sep 2015) | | | 4959 | 76 | 2 | 5037 |
| Total UAM (From September 2015 to 08 th February 2019) | | | 1790 | 116 | 6 | 1912 |

Source : <http://www.dcmsme.gov.in/publications/EMII-2014-15.pdf> /
https://udyogaadhaar.gov.in/UA/Reports/DistrictBasedReport_R3.aspx

**3.2 Details of Existing Manufacturing Enterprises with 2 Digit National Industry Classification Code
As on 08.02.19**

| Sl No. | Code | 2 Digit NIC Code Description | Total No. of Units across 25 Districts (Which comes under jurisdiction of MSME-DI Kanpur) | No. of Units in Jhansi |
|--------|------|--|--|------------------------|
| 1 | 01 | Crop and animal production, hunting and related service activities | 14486 | 674 |
| 2 | 02 | Forestry and logging | 234 | 2 |
| 3 | 03 | Fishing and aquaculture | 618 | 2 |
| 4 | 05 | Mining and quarrying | 266 | 4 |
| 5 | 06 | Extraction of crude petroleum and natural gas | 89 | 0 |
| 6 | 07 | Mining of metal ores | 260 | 4 |
| 7 | 08 | Other mining and quarrying | 1944 | 29 |
| 8 | 09 | Mining support service activities | 139 | 4 |
| 9 | 10 | Manufacture of food products | 14164 | 493 |
| 10 | 11 | Manufacture of beverages | 875 | 40 |
| 11 | 12 | Manufacture of tobacco products | 488 | 7 |
| 12 | 13 | Manufacture of textiles | 6792 | 173 |
| 13 | 14 | Manufacture of wearing apparel | 5876 | 283 |
| 14 | 15 | Manufacture of leather and related products | 3535 | 51 |
| 15 | 16 | Manufacture of wood and products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials | 1220 | 45 |
| 16 | 17 | Manufacture of paper and paper products | 1774 | 76 |
| 17 | 18 | Printing and reproduction of recorded media | 1121 | 53 |
| 18 | 19 | Manufacture of coke and refined petroleum products | 250 | 15 |
| 19 | 20 | Manufacture of chemicals and chemical products | 3026 | 74 |
| 20 | 21 | Manufacture of pharmaceuticals, medicinal chemical and botanical products | 944 | 37 |
| 21 | 22 | Manufacture of rubber and plastics products | 2182 | 42 |
| 22 | 23 | Manufacture of other non-metallic mineral products | 1149 | 107 |
| 23 | 24 | Manufacture of basic metals | 1225 | 37 |

| | | | | |
|----|----|--|---------------|-------------|
| 24 | 25 | Manufacture of fabricated metal products, except machinery and equipment | 2802 | 153 |
| 25 | 26 | Manufacture of computer, electronic and optical products | 1042 | 43 |
| 26 | 27 | Manufacture of electrical equipment | 1765 | 88 |
| 27 | 28 | Manufacture of machinery and equipment n.e.c. | 1296 | 71 |
| 28 | 29 | Manufacture of motor vehicles, trailers and semi-trailers | 353 | 18 |
| 29 | 30 | Manufacture of other transport equipment | 404 | 19 |
| 30 | 31 | Manufacture of furniture | 1584 | 99 |
| 31 | 32 | Other manufacturing | 6348 | 214 |
| 32 | 33 | Repair and installation of machinery and equipment | 1679 | 109 |
| 33 | 35 | Electricity, gas, steam and air conditioning supply | 578 | 21 |
| 34 | 36 | Water collection, treatment and supply | 421 | 8 |
| 35 | 37 | Sewerage | 97 | 1 |
| 36 | 38 | Waste collection, treatment and disposal activities; materials recovery | 173 | 17 |
| 37 | 39 | Remediation activities and other waste management services | 41 | 2 |
| 38 | 41 | Construction of building | 1626 | 238 |
| 39 | 42 | Civil Engineering | 1277 | 78 |
| 40 | 43 | Specialized construction activities | 1580 | 112 |
| | | Total:- | 85,723 | 3543 |

3.3 Details of Existing Service Enterprises with 2 Digit National Industry Classification Code

As on 08.02.19

| Sl No. | Code | 2 Digit NIC Code Description | Total No. of Units across 25 Districts (Which comes under jurisdiction of MSME-DI Kanpur) | No. of Units in Jhansi |
|--------|------|--|--|------------------------|
| 1 | 45 | Wholesale and retail trade and repair of motor vehicles and motorcycles | 778 | 31 |
| 2 | 46 | Wholesale trade, except of motor vehicles and motorcycles | 2979 | 104 |
| 3 | 47 | Retail trade, except of motor vehicles and motorcycles | 6432 | 398 |
| 4 | 49 | Land transport and transport via pipelines | 1307 | 57 |
| 5 | 50 | Water transport | 207 | 2 |
| 6 | 51 | Air Transport | 90 | 0 |
| 7 | 52 | Warehousing and support activities for transportation | 1081 | 35 |
| 8 | 53 | Postal and courier activities | 317 | 6 |
| 9 | 55 | Accommodation | 337 | 8 |
| 10 | 56 | Food and beverage service activities | 6471 | 681 |
| 11 | 58 | Publishing activities | 1019 | 34 |
| 12 | 59 | Motion picture, video and television programme production, sound recording and music publishing activities | 694 | 48 |
| 13 | 60 | Broadcasting and programming activities | 129 | 2 |
| 14 | 61 | Telecommunications | 4427 | 65 |
| 15 | 62 | Computer programming, consultancy and related activities | 4450 | 195 |
| 16 | 63 | Information service activities | 2499 | 96 |
| 17 | 64 | Financial service activities, except insurance and pension funding | 1151 | 31 |
| 18 | 65 | Insurance, reinsurance and pension funding, except compulsory social security | 255 | 7 |
| 19 | 66 | Other financial activities | 7631 | 64 |
| 20 | 68 | Real estate activities | 1359 | 67 |
| 21 | 69 | Legal and accounting activities | 660 | 26 |
| 22 | 70 | Activities of head offices; management consultancy activities | 381 | 16 |
| 23 | 71 | Architecture and engineering activities; technical testing and analysis | 613 | 19 |

| | | | | |
|----|----|---|---------------|-------------|
| 24 | 72 | Scientific research and development | 84 | 2 |
| 25 | 73 | Advertising and market research | 779 | 16 |
| 26 | 74 | Other professional, scientific and technical activities | 2518 | 149 |
| 27 | 75 | Veterinary activities | 259 | 11 |
| 28 | 77 | Rental and leasing activities | 804 | 202 |
| 29 | 78 | Employment activities | 1407 | 80 |
| 30 | 79 | Travel agency, tour operator and other reservation service activities | 2677 | 39 |
| 31 | 80 | Security and investigation activities | 373 | 9 |
| 32 | 81 | Services to buildings and landscape activities | 1145 | 39 |
| 33 | 82 | Office administrative, office support and other business support activities | 1666 | 61 |
| 34 | 84 | Public administration and defence; compulsory social security | 85 | 2 |
| 35 | 85 | Education | 3983 | 127 |
| 36 | 86 | Human health activities | 1304 | 46 |
| 37 | 87 | Residential care activities | 216 | 10 |
| 38 | 88 | Social work activities without accommodation | 572 | 24 |
| 39 | 90 | Creative, arts and entertainment activities | 415 | 24 |
| 40 | 91 | Libraries, archives, museums and other cultural activities | 41 | 3 |
| 41 | 92 | Gambling and betting activities | 116 | 0 |
| 42 | 93 | Sports activities and amusement and recreation activities | 173 | 0 |
| 43 | 94 | Activities of membership organizations | 155 | 7 |
| 44 | 95 | Repair of computers and personal and household goods | 2766 | 132 |
| 45 | 96 | Other personal service activities | 13818 | 547 |
| 46 | 97 | Activites of households as employers of domestic personnel | 9 | 0 |
| 47 | 98 | Undifferentiated goods and services-producing activites of private households for own use | 439 | 39 |
| 48 | 99 | Activites of extraterritorial organization and bodies | 24 | 0 |
| | | Total:- | 81,095 | 3561 |

3.4 Large Scale Industries / Public Sector undertakings

1. Bharat Heavy Electricals Ltd. Jhansi
2. Bharat Petroleum Corporation, Jhansi
3. Baidyanath Ayurvedic Pvt. Ltd., Jhansi
4. Diamond Cement Ltd., Jhansi
5. Parichha Thermal Power Project, Parichha, Jhansi

3.5 Major Exportable Item

1. Electric transformer

Electric tranformer



Handloom Products



3.6 Growth Trend

Total 16,960 UAMs are filed up to 26.09.2018 in Jhansi Districts since inception, in which 35.73 % units are registered under manufacturing activity whereas 64.27 % units are registered under service activity. The data clearly shows that the service enterprises are rapidly increasing rather than manufacturing enterprises.

3.7 Vendorisation / Ancillarisation of the Industry

Total nos. of 146 MSMEs were motivated for vendorisation and ancillarisation through National Vendor Development Programme organised by this office at Kanpur and Jhansi in 2017-18.

Total nos. of 1025 MSMEs were motivated for vendorisation and ancillarisation through State Vendor Development Programme organised across 25 Districts which come under the jurisdiction of this office in 2017-18.

3.8 Service Enterprises

1. Tata Consultancy Services
2. Tata Televises Ltd.
3. Vodafone, Reliance, Airtel etc

3.9 Potential for New MSMEs

3.9.1 Potentials areas for Service Sectors

1. Information Technology
2. Electricals & Electronics Services
3. Engineering Services
4. Civil Construction Services
5. Multiplex & Malls
6. Hotel, Restaurants & allied Services.

3.9.2 Potentials areas for Manufacturing Sectors

Steel fabrication, Steel Metal Components, Food & Agro based, Handicrafts Sector (Chikankari, Zardozi, Bone Craft), Chemical Industries, Electricals, Herbal Products,

3.10 One District One Product Scheme of Uttar Pradesh

State Government has come up with One District One Product Scheme of Uttar Pradesh 2018 which will boost economic development of the state, and also encourage youth in districts to find employment avenues without migrating to bigger cities. With scheme considering only on one product per district these districts will be able to specialize in the manufacturing process of the product which will eventually increase the quality of the products and they will be able to compete on the global scale.

The district Jhansi has been notified for “Soft Toys” under ODOP Scheme of Uttar Pradesh.

Soft Toys

A stuffed toy or soft toy is a toy with an outer fabric sewn from a textile and then stuffed with a flexible material. The materials used for making these toys include polycloth, nylax cloth, fiber etc. Stuffed toys are made in many different forms, often resembling real animals, legendary creatures, cartoon characters or inanimate objects. They can be used as comfort objects, for display or for collecting; or given as gifts. Presently, there are over 50 soft toys manufacturing units in Jhansi which have lead to the creation of jobs. The toys made in Jhansi are supplied to major cities such as Delhi for sale.

The city is also known for its handcrafted knitted or crocheted soft toys which came up as one of the most potential industry to promote local artisans and economy of Jhansi.

Soft Toys



4. Existing Clusters of Micro & Small Enterprise

4.1.1 Detail of Major Clusters

4.1.2 Manufacturing Sector

1. Ranipur Handloom Cluster
2. Jhansi Steel Furniture Cluster
3. Soft Toys Cluster

4.1.2 Service Sector - Nil

4.2 Details for Identified Cluster

4.2.1 Name of the cluster - Ranipur Handloom Cluster

| | | |
|----|--|---|
| 1 | Principal Products Manufactured in the Cluster | Suitings, Shirtings, Towels etc |
| 2 | Name of the SPV | Needs to be formed |
| 3 | No. of functional units in the clusters | 700 units |
| 4 | Turnover of the Clusters | 60 Cr. |
| 5 | Value of Exports from the Clusters | - |
| 6 | Employment in Cluster | 20000 |
| 7 | Major Issues / requirement | Un-organized Sector, Marketing & Design Development Support is required. |
| 8 | Presence of capable institutions | Present |
| 9 | Thrust Areas | Marketing & Design Development |
| 10 | Problems & constraints | Completion with machine items less fund flow, Long productive, unorganized artisan cluster. |

Present status of the cluster: - DSR under submission

5. General issues raised by industry association during the course of meeting

- (a) Finance related problems
- (b) Non availability of Industrial plots etc.

6. Tentative Action plan for MSME Schemes during 2019-20

| S. No. | Name of the Scheme | Proposed activity on the scheme |
|--------|--|--|
| 1 | Micro & Small Enterprises - Cluster Development Programme (MSE-CDP) | Trust building activity |
| 2 | Zero Defect Zero Effect (ZED) | Awareness Programme |
| 3 | Credit Linked Capital Subsidy Scheme (CLCSS) | Awareness Programme |
| 4 | Lean Manufacturing | One Workshop |
| 5 | Design Clinic | Awareness Programme |
| 6 | Marketing Assistance | Units will be motivated to take the benefits of PMS Scheme. |
| 7 | Entrepreneurship Awareness Programme (EAP) | One Programme |
| 8 | Export Promotion | One Workshop |
| 9 | National Awards | Units will be motivated to participate in National Award 2018. |
| 10 | Digital MSME | Awareness Programme |
| 11 | Support for Entrepreneurial and Managerial. Development of SMEs through Incubators | Awareness Programme |
| 12 | Intellectual Property Rights | Awareness Programme |

8. STEPS TO SET UP MSMEs :

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

| Sl. No. | Type of assistance | Name and address of agencies |
|---------|---|--|
| 1. | Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey report, Technical Know-how, Quality & Standard | MSME-Development Institute, 107 Industrial Estate, Kalpi Road, Kanpur-208012 Phone: EPABX: (0512) 2295070-73 Tele/Fax: (0512) 2240143 E-mail: dcdi-kanpur@dcmsme.gov.in Website: msmedikanpur.gov.in |
| 2. | Land and Industrial shed | 1. U.P State Industrial Development Corporation(UPSIDC) 2. DIEPC,Jhansi |
| 3. | Financial Assistance | Nationalized Banks, LDM, Web Portal of |

| | | |
|-----|---|--|
| | | Standup India Scheme, PMEGP Scheme , and MUDRA Scheme |
| 4. | For raw materials under Govt. Supply | 1.National Small Industry Corporation(NSIC) Jhansi 2.U.P State Industrial Corporation(UPSIC) Jhansi |
| 5. | Plant and Machinery | 1. National Small Industry Corporation(NSIC) Jhansi 2. Private Suppliers |
| 6. | Power/ Electricity | U.P Power Corporation Ltd., Lucknow |
| 7. | Marketing /Export Assistance | 1.MSME –Development Institute Kanpur 2. National Small Industry Corporation(NSIC) Lucknow |
| 8. | Other Promotional Agencies | 1.MSME –Development Institute Kanpur 2.National Small Industry Corporation(NSIC) Lucknow 3. Export Promotion Bureau Lucknow 4. DIEPC, Lucknow 5. Institute of Entrepreneurship Development UP, Lucknow |
| 9. | Filing of Udyog Aadhar Memorandum (www.udyogaadhar.gov.in) | 1. By the Entrepreneur himself. 2. MSME-Development Institute Kanpur, U.P. 3. District Industries & Enterprises Promotion Centre , Lucknow |
| 10. | GeM Registration | MSME-Development Institute,Kanpur |
| 11. | GST Registration | 1. O/o Assistant Commissioner, CGST & Central Excise Division-Jhansi, 1984, Civil Lines, Jhansi. Phone No. 0510-2440161 |

10. List of Industry Associations

| Sl. No. | Name of Associations & Addresses | Telephone / Fax No. / Mobile / email |
|---------|--|--------------------------------------|
| 1. | Bundel Khand Chamber of Commerce & Industry, 368, Civil Lines, Jhansi(UP) | Mob:9451475226 CS Saxena |
| 2. | Bijoli Industries Association, Jhansi-Lalitpur Road, Bijoli, Jhansi | Mob: 9451208918 |

11. Contact Details of Officials

| Administrative Officer's | | | |
|--------------------------|-------------------------------|---------------|------------------------------|
| S.No. | Designation | Office Number | E-mail |
| 1 | Commissioner, Jhansi Division | 0510-2443313 | commjha[at]up[dot]nic[dot]in |
| 2 | District Magistrate | 0510-2470556 | dmjha[at]nic[dot]in |

| Administrative Officer's | | | |
|--------------------------|--|------------|---------------|
| S.No. | Designation | Mobile | Office Number |
| 1 | Addl. Commissioner (P) | 9454416316 | 0510-2443317 |
| 2 | Addl. Commissioner (J) | 9454416317 | – |
| 3 | Addl. District Magistrate (F & R) | 9454417618 | 0510-2470630 |
| 4 | Addl. District Magistrate (P) | 9454418935 | 0510-2470556 |
| 5 | Addl. District Magistrate (J) | 9415007376 | 0510-2470556 |
| 6 | Nagar Ayukt (Nagar Nigam) | – | 0510-2332097 |
| 7 | City Magistrate | 9454418936 | 0510-2470553 |
| 8 | Sub Divisional Magistrate (Moth) | 9454416320 | 05170-250316 |
| 9 | Sub Divisional Magistrate (Mauranipur) | 9454416322 | 05178-260263 |
| 10 | Sub Divisional Magistrate (Garautha) | 9454416324 | 05171-275730 |
| 11 | Sub Divisional Magistrate (Tehrauli) | 9454416321 | 05171-242127 |
| 12 | Tehsildar (Sadar) | – | 0510-2330347 |
| 13 | Tehsildar (Moth) | 9454416325 | 05170-250339 |
| 14 | Tehsildar (Mauranipur) | 9454416327 | 05178-260208 |
| 15 | Tehsildar (Garautha) | 9454416328 | 05171-275726 |
| 16 | Tehsildar (Tehrauli) | 9454416341 | 05171-242126 |
| District Level Officer's | | | |
| S.No. | Designation | Mobile | Office Number |
| 1 | DFO (Forest) | 7839435143 | 0510-2370037 |
| 2 | Chief Treasury Officer | 8765923715 | 0510-2470847 |

| District Level Officer's | | | |
|--------------------------|--|------------|---------------|
| S.No. | Designation | Mobile | Office Number |
| 3 | District Supply Officer | 7839564685 | 0510-2380493 |
| 4 | District Social Welfare Officer | 9839618199 | 0510-2441249 |
| 5 | District Backward Welfare Officer | 9648313357 | — |
| 6 | District Disabled Public Welfare Officer | 9839618199 | — |
| 7 | District Probation Officer | 9453877288 | 0510-2371811 |
| 8 | District Minority Welfare Officer | 9457853334 | — |
| 9 | District Development Officer | 9454464939 | 0510-2447632 |
| 10 | DESTO | 9450265482 | 0510-2332766 |
| 11 | Project Director DRDA | 9450220939 | 0510-2442291 |
| 12 | Deputy Director Agriculture | 9452195534 | 0510-2442938 |
| 13 | DPRO | 8601808070 | 0510-2332498 |
| 14 | District Agriculture Officer | 9450350790 | 0510-2330113 |
| 15 | District Excise Officer | 9454465676 | 0510-2370179 |
| 16 | Technical Director, N.I.C. | 9415060288 | 0510-2473069 |
| 17 | Chief veterinary Officer | 9415917065 | 0510-2442767 |
| 18 | District Program Officer | 9450346712 | 0510-2448070 |
| Health Department | | | |
| S.No. | Designation | Mobile | Office Number |
| 1 | CMO | 8005192667 | 0510-2440521 |
| 2 | CMS | 9415030483 | 0510-2450934 |
| 3 | CMS Women Hospital | — | 0510-2330772 |
| Police Department | | | |
| S.No. | Designation | Mobile | Office Number |
| 1 | DIG JHANSI RANGE | 9454400210 | 0510-2333351 |
| 2 | SSP | 9454400282 | 0510-2333340 |
| 3 | SP | 9454404847 | 0510-2470865 |
| 4 | ASP (City) | 9454401070 | 0510-2333340 |

| Police Department | | | |
|---------------------------|------------------|------------|---------------|
| S.No. | Designation | Mobile | Office Number |
| 5 | ASP (Rural) | 9454401069 | 0510-2333340 |
| 6 | CO (City) | 9454401432 | 0510-2440714 |
| 7 | CO (Sadar) | 9454401433 | 0510-2333340 |
| 8 | CO (Tehraulo) | 9454401434 | 0510-2371194 |
| 9 | CO (Moth) | 9454401436 | 05170-250250 |
| 10 | CO (Mauranipur) | 9454401435 | 05178-260252 |
| 11 | CO (Garautha) | 9454401437 | 05171-275737 |
| Block Development Officer | | | |
| S.No. | Designation | Mobile | Office Number |
| 1 | BDO (Babina) | 9454464946 | 0510-2740350 |
| 2 | BDO (Badagaon) | 9454464947 | 0510-2750513 |
| 3 | BDO (Chirgaon) | 9454464941 | 05170-286632 |
| 4 | BDO (Moth) | 9454464940 | 05170-250294 |
| 5 | BDO (Bamaur) | 9454464942 | 05171-2252047 |
| 6 | BDO (Gurasrai) | 9454464943 | 05171-260131 |
| 7 | BDO (Mauranipur) | 9454464945 | 05178-260255 |
| 8 | BDO (Bangra) | 9454464944 | 05178- 222023 |
